

Rep Order# 6830029 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

1 of 5

Traffic Order# 103698 Last Received: 06/27/2012 6:57 AM Printed: 06/28/2012 10:22 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Rep Firm () PHILADELPHIA Sales Office () AMY MCCREARY
Agency C/P/I/P2/E //30S Flight Dates 10/02/2012 - 10/08/2012 Hiatus Weeks	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --

BERKLEY FOR SENATE -30S WEEK 5 SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	TU-F		430A-459A		:30	\$50.00	10/02-10/05	4	1	4	\$200.00	
2	M		430A-459A		:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
3	M		5A-6A		:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
4	TU-F		5A-6A		:30	\$200.00	10/02-10/05	4	1	4	\$800.00	
5	TU-F		6A-7A		:30	\$300.00	10/02-10/05	8	1	8	\$2,400.00	
6	M		6A-7A		:30	\$300.00	10/08-10/08	2	1	2	\$600.00	
7	M		7A-9A		:30	\$400.00	10/08-10/08	3	1	3	\$1,200.00	
8	TU-F		7A-9A		:30	\$400.00	10/02-10/05	12	1	12	\$4,800.00	
9	TU-F		12P-1230P		:30	\$175.00	10/02-10/05	4	1	4	\$700.00	
10	M		12P-1230P		:30	\$175.00	10/08-10/08	1	1	1	\$175.00	

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Last Received: 06
Showing Rulings: All [index]

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Agency C/P1/P2/E
Flight Dates //30S
Hiatus Weeks 10/02/2012 - 10/08/2012

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

-SALES MONTHLY TOTALS-

Oct 12: 120 / \$37,775.00

Sales Totals: 120 / \$37,775.00

Station Totals: 120 / \$37,775.00

Lines not sent/rclid/rtrn: 0 / \$0.00

-COMPETITIVE-

Market Totals	CATV	KBLR	KING	KLAS	KSNV
\$188,875	0%	0%	0%	32%	20%
	KTNV	21%	KVCW	KVNU	25%
	XXXX	0%			

-COMPETITIVE COMMENTS-

NEW ORDER
EST SHARES BASED ON 4 WEEKS OF BUYS. BOTH KVOW & KVNY RECEIVED
LESS THAN 1%, BUT I CANNOT REPORT LESS THAN 1%

Books NOV12
Demos RA35+